

## **LISTING OF THE CLAIMS**

**This listing of claims will replace all prior versions, and listings of claims in the application:**

Claim 1 (canceled).

2. (currently amended) The method according to claim 8285, further comprising: providing incentives to the plurality of ~~persons~~members from whom the personal trait and preference ~~data-information~~ was received.

3. (currently amended) The method according to claim 2, further comprising: providing flash advertisements to the user searching the records of the ~~electronic architecture~~database.

4. (currently amended) The method according to claim 3, wherein the flash advertisements are based on data relevant to the used to search the records of the ~~electronic architecture~~database.

5. (original) The method according to claim 4, wherein the flash advertisements include advertisements for the purchase of products and services.

6. (currently amended) The method according to claim 5, wherein the flash advertisements are provided to the user searching the records of the ~~electronic~~database after a threshold of relevance is established between at least one of the ~~user parameter~~search criteria, the at least some personal trait and preference ~~data~~information, the at least one of the plurality of ~~persons~~members, and the user information and the products and services advertised.

7. (currently amended) The method according to claim 4, wherein the flash advertisements feature products and services based on the ~~data~~information from the ~~electronic architecture~~database pertaining to the at least one of the ~~user parameter~~search criteria, the at least

some personal trait and preference datainformation, the at least one of the plurality of personsmembers, and theuser information.

8. (currently amended) The method according to claim 5, wherein the flash advertisements feature preference datainformation from the ~~electronic architecture~~database that is selectively relevant to an advertiser of the products and services.

9. (original) The method according to claim 7, wherein the flash advertisements include Internet links to theadvertised products and services.

10. (currently amended) The method according to claim 5, wherein the products and services advertised are separately catalogued in the ~~electronic architecture~~database, and the incentives enable the purchase of selected catalogued products and services.

11. (currently amended) The method according to claim 8285, wherein the user  
parameterssearch criteria does not relate to the user.

12. (currently amended) The method according to claim 8285, further comprising:  
presenting questions to the user searching the records; and  
receiving responses to the questions.

13. (currently amended) The method according to claim 12, wherein the questions and responses are further compiled as individual trait and preference data, and added to the stored datainformation in the ~~electronic architecture~~database.

14. (previously presented) The method according to claim 12, wherein the questions are selectively presented to the user based on the trait and preference data.

15. (currently amended) The method according to claim 8285, wherein the personal trait and preference datainformation is received via the Internet.

16. (currently amended) The method according to claim 8285, wherein the searching of the records is performed by correlating values related to the traits and preferences identified in the ~~user parameter~~search criteria so as to return records within a predefined differential from those traits and preferences.

Claim 17 (canceled).

18. (currently amended) The method according to claim 8285, further comprising: providing incentives to the plurality of ~~persons~~members or the user to recruit others to input personal traits and preferences into the ~~electronic architecture~~database.

Claim 19 (canceled).

20. (currently amended) The method according to claim 8285, further comprising: searching the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the ~~electronic architecture~~database.

Claims 21-23 (canceled).

24. (currently amended) The method according to claim 243, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

Claims 25-27 (canceled).

28. (currently amended) The method according to claim 2712, wherein the questions are based on the ~~at least one of the user parameter used to search the records of the electronic architecture~~research criteria, the at least some personal trait and preference ~~data~~information, the at least one of the plurality of ~~persons~~members, and ~~the~~ user information.

29. (currently amended) The method according to claim 8285, further comprising: modifying the ~~user parameter search criteria~~ to include at least one of the ~~user parameter search criteria~~, the at least some personal trait and preference ~~data information~~, the at least one of the plurality of ~~persons members~~, the user information, and at least some of the other personal trait and preference ~~data information~~; and enabling the user to perform another search of the ~~electronic architecture database~~.

30. (currently amended) The method according to claim 8285, further comprising sending an electronic message to at least one person identified by a record in the ~~electronic architecture database~~ or to a plurality of ~~persons members~~ identified by a plurality of records in the ~~electronic architecture database~~.

31. (currently amended) The method according to claim 8285, further comprising providing a message board as a function of ~~on the user parameter used to search the records one of the search criteria~~, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of ~~persons members~~ whose personal trait or preference information is returned as a result of the search.

32. (currently amended) The method according to claim 8285, wherein the records of the ~~electronic architecture database~~ can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

Claim 33 (canceled).

34. (currently amended) The method according to claim 8285, further comprising inputting personal preference ~~data information~~ for storage in the records of the ~~electronic architecture database~~.

Claims 35-38 (canceled).

39. (currently amended) The method according to claim 8285, further comprising:  
providing questions as an aspect of searching the records; and  
receiving a response to the questions.

40. (currently amended) The method according to claim 39, wherein the questions are  
based on the at least one of the ~~user parameter used to search the records of the electronic  
architecture~~research criteria, the at least some personal trait and preference datainformation, the at  
least one of the plurality of personsmembers, and the user information.

Claims 41-55 (canceled).

56. (currently amended) The system according to claim 8386, further comprising  
incentives provided to the plurality of personsmembers from whom the personal trait and  
preference datainformation was received.

57. (currently amended) The system according to claim 8386, further comprising flash  
advertisements provided to the user searching the records of the ~~electronic architecture~~database.

58. (currently amended) The system according to claim 57, wherein the flash  
advertisements are based on data relevant to the at least one of the ~~user parameter~~search criteria,  
the at least some personal trait and preference informationdata, the at least one of the plurality of  
personsmembers, and the user information used to search the records of the ~~electronic  
architecture~~database.

59. (previously presented) The system according to claim 58, wherein the flash  
advertisements include advertisements for the purchase of products and services.

60. (previously presented) The system according to claim 59, wherein the flash  
advertisements are provided to the user searching the records of the electronic database after a

threshold of relevance is established between the ~~user parameter~~~~search criteria~~ and the products and services advertised.

61. (currently amended) The system according to claim 58, wherein the flash advertisements feature products and services based on the ~~data-information~~ from the ~~electronic architecture~~~~database~~ pertaining to the at least one of the ~~user parameter~~~~search criteria~~, the at least some personal trait and preference ~~information~~~~data~~, the at least one of the plurality of ~~persons~~~~members~~, and the user information.

62. (currently amended) The system according to claim 59, wherein the flash advertisements feature preference ~~data-information~~ from the ~~electronic architecture~~~~database~~ that is selectively relevant to an advertiser of the products and services.

63. (previously presented) The system according to claim 61, wherein the flash advertisements include Internet links to the advertised products and services.

64. (currently amended) The system according to claim 59, wherein the products and services advertised are separately catalogued in the ~~electronic architecture~~~~database~~, and the incentives enable a purchase of selected catalogued products and services.

65. (currently amended) The system according to claim 83~~86~~, wherein the personal preference ~~data-information~~ includes visual and audio data of the plurality of ~~persons~~~~members~~.

66. (currently amended) The system according to claim 83~~86~~, further comprising: questions provided to the user searching the records; and responses received from the user to the questions.

67. (currently amended) The system according to claim 66, wherein the questions and responses are further compiled as individual trait and preference ~~information~~~~data~~, and added to the stored ~~data-information~~ in the ~~electronic architecture~~~~database~~.

68. (previously presented) The system according to claim 66, wherein the questions are selectively presented to the user based on the trait and preference informationdata.

69. (currently amended) The system according to claim 8386, wherein the personal trait and preference data-information is received via the Internet.

70. (currently amended) The system according to claim 8386, further comprising: incentives provided to the plurality of personsmembers or the user to recruit others input personal traits and preferences into the electronic architecturedatabase.

71. (currently amended) The system according to claim 8386, further comprising: a search feature enabling a user to search the records based on micro-demographic groupings of the data, the micro-demographic groupings being determined by individual users accessing the electronic architecturedatabase.

72. (previously presented) The system according to claim 57, wherein the flash advertisements are data solicitations determined and targeted according to advertiser-defined parameters.

73. (currently amended) The system according to claim 66, wherein the questions are based on the at least one of the user parametersearch criteria, the at least some personal trait and preference informationdata, the at least one of the plurality of personsmembers, and the user information used to search the records of the electronic architecturedatabase.

74. (currently amended) The system according to claim 8386, wherein the user interface further modifies the user parametersearch criteria to include at least one of the user parametersearch criteria, the at least some personal trait and preference informationdata, the at least one of the plurality of personsmembers, the user information, and at least some of the other personal trait and preference informationdata, and further wherein the user interface enables the user to perform another search of the electronic architecturedatabase.

75. (currently amended) The system according to claim 8386, further comprising sending an electronic message to at least one person identified by a record in the ~~electronic architecture database~~ or to a plurality of ~~persons~~members identified by a plurality of records in the ~~electronic architecture database~~.

76. (currently amended) The system according to claim 8386, further comprising a message board that is provided and based on the at least one of the ~~user parameter used to search the records~~search criteria, the at least some personal trait and preference information~~data~~, the at least one of the plurality of ~~persons~~members, and ~~the~~ user information, the message board being adapted to receive and display a message from the user searching the records or at least one of the plurality of ~~persons~~members whose record is returned as a result of the search.

77. (currently amended) The system according to claim 8386, wherein the records of the ~~electronic architecture database~~ can be searched by a technique selected from the group consisting of pull-down menus, natural language and voice recognition.

78. (currently amended) The system according to claim 8386, wherein the ~~electronic architecture database~~ comprises a database and a database management system.

Claims 79-84 (canceled).

85. (new) A method for providing first and second search results to a user of an internet site engaged in a search for preference information, the method comprising:

providing a database by a data provider that is operable to send and receive information related to the first and second search results via an internet site;

receiving by the data provider goods and services information from a plurality of sellers of goods and services, wherein the goods and services information represents branded goods and services available from the sellers;

prompting a plurality of users of the internet site to become members of the internet site by exchanging information with the data provider, wherein the exchanging includes personal

trait requests and personal preference requests sent from the data provider, and personal trait information and personal preference information sent from the users via the internet site;

wherein the personal trait information includes a plurality of characteristics of the users and the personal preference information includes preferences of the users associated with other people, preferences of at least one brand of good or service identified by the users, and degrees to which the at least one brand of good or service are preferred by the users;

compiling the personal trait information and the personal preference information received from the users, and storing the compiled personal trait information and the personal preference information in the database;

receiving from the user search criteria that represents at least one personal trait and at least one category of personal preference information that selectively relate to the searcher;

performing a first search of the database as a function of the search criteria and retrieving the first search result, wherein the first search results includes at least some of available personal preference information from at least one member that corresponds directly to the search criteria;

providing the first search result to the searcher via the internet site;

performing a second search of the database for the second search result, wherein the second search result includes personal preference information from the at least one member and that is at least in part included in the first search result, and further wherein the second search result includes personal preference information from the at least one member or at least one other member and that is not included in the first search result; and

providing the second search result to the searcher distinctly from the first search result information provided via the internet site.

86. (new) A system for providing first and second search results to a user of an internet site engaged in a search for preference information, the system comprising:

a database provided by a data provider that is operable to send and receive information related to the first and second search results via an internet site;

goods and services information received by the data provider from a plurality of sellers of goods and services, wherein the goods and services information represents branded goods and services available from the sellers;

a prompt to enable a plurality of users of the internet site to become members of the internet site by exchanging information with the data provider, wherein the exchanging includes personal trait requests and personal preference requests sent from the data provider, and personal trait information and personal preference information sent from the users via the internet site;

wherein the personal trait information includes a plurality of characteristics of the users and the personal preference information includes preferences of the users associated with other people, preferences of at least one brand of good or service identified by the users, and degrees to which the at least one brand of good or service are preferred by the users;

further wherein the personal trait information and the personal preference information received from the users is compiled and stored in the database;

a receiving module operable to receive from the user search criteria that represents at least one personal trait and at least one category of personal preference information that selectively relate to the searcher;

a first search module operable to perform a first search of the database as a function of the search criteria and retrieving the first search result, wherein the first search results includes at least some of available personal preference information from at least one member that corresponds directly to the search criteria;

a display mode operable to provide the first search result to the searcher via the internet site;

a second search module operable to perform a second search of the database for the second search result, wherein the second search result includes personal preference information from the at least one member and that is at least in part included in the first search result, and further wherein the second search result includes personal preference information from the at least one member or at least one other member and that is not included in the first search result; and

wherein the display module is further operable to provide the second search result to the searcher distinctly from the first search result information provided via the internet site.